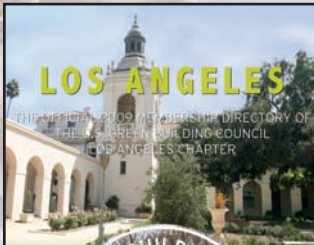


DISPLAY ADVERTISING:
California Construction BUILDS YOUR BRAND
AND DRIVES AWARENESS LIKE NO OTHER VEHICLE IN THE MARKET!

We offer a variety of advertising options to fit your budget and target your key audiences.



Special Advertising Sections

Align your message with specific editorial topics.

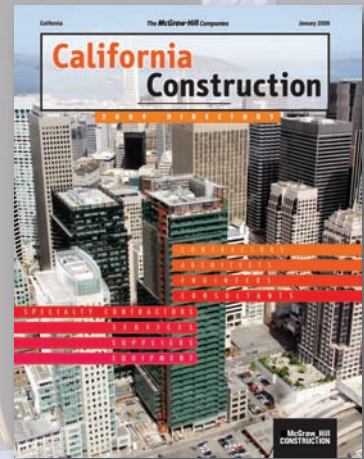
California Construction's Special Advertising Sections provide construction professionals with focused information direct from industry sources and associations on specific vertical industry topics. They provide the perfect opportunity for you to position your company as a vertical market product and service provider.



Regional Directories

If there is one issue not to miss, it is the Annual Construction Directory!

California Construction publishes a Construction Directory that lists the leading firms in the industry, in a number of different categories. This resource tool is used throughout the year, so your advertising dollars go further.



ONLINE, IN PRINT AND AT EVENTS.

Why custom marketing will work for you!

Customized media, which includes Custom Publishing, Advertorials, Newsletters and e-Newsletters, go beyond traditional display advertising to tell your story in a compelling format. It allows you to cut through the clutter and the competition associated with traditional media, to showcase your brand and deliver your message exclusively to targeted customers and prospects.

Custom marketing program benefits:

- Build long-term brand awareness and preference
- Communicate and focus your messaging through appropriate media platforms
- Drive leads and ad measurement
- Align media tactics with marketing objectives
- Separate your brand from the competition
- Reach your target audience
- Educate and share your industry knowledge

We offer turnkey services to help you develop your custom marketing program:

- Editorial and content development
- Creative design
- Audience development
- Print and delivery execution
- Marketing and strategic consulting

Custom Marketing Opportunities

- Webcasts & Webinars
- Custom Events and Roundtables
- Direct marketing and e-mail marketing
- Gatefolds, bellybands, coverwraps and inserts



Company Profiles

California Construction can create a special section that focuses on your company and insert it into an upcoming issue. A company profile should be an important part of your marketing plan if your firm is taking a new direction, celebrating an anniversary or re-positioning itself in the marketplace.



Reprints and Copy Sales

Was your firm mentioned prominently in a recent feature story in *California Construction*? Make sure that your clients and prospective clients know about your expertise. Get reprints made and add them to your marketing kit to extend the life of that third-party endorsement. Or, you can purchase extra copies of the entire magazine for use in promotional mailings.



Plaques

Promote your accomplishments everyday, in your own lobby. For special recognition of your efforts and industry rankings, *California Construction* offers high-quality plaques, engraved with company name and ranking.

Custom Digital Sections

California Construction wants to help you and your business make the leap to digital communications, to reach the entire building team both in print and online. "Best of" Award Winners now have the opportunity to create a custom "Digital Magazine," comprised of the Best of Awards magazine cover, your single-page ad and one page of editorial content or "Advertiser's Viewpoint." Digital Magazine packages also include a URL link that can be placed on your company website and marketing materials, as well as printed copies for your internal and/or external distribution. Audio, video and podcast options are also available.

